

# MARKETING COORDINATOR

***Gibbons Company is seeking a highly motivated individual for it's group of stores.***

*The Marketing Coordinator will co-ordinate the daily Marketing and CRM initiatives, prepare all communications to external customers and internal team members. Plan media calendar and implement programs to drive sales of multi-channel retailer.*

## **Responsibilities:**

- *Coordinate all marketing initiatives for print, email and social media which includes customer relationship management (CRM).*
- *Coordinate with the Graphic Designer, proving design concepts for newspaper ads, email campaigns, web banners and social media posts.*
- *Engage and Communicate with internal team in the planning and implementation of all initiatives to ensure compliance and buy in.*
- *Communicate with media resources, plan and implement annual media programs.*
- *Manage all media initiatives and co-ordinate multi-channel programs.*
- *Analyze marketing results and report effectiveness to management team monthly.*
- *Manage monthly and annual media budget to maximize effectiveness.*
- *Liaise with team of 10 buyers, team of 6 team leaders, the CEO for promotions and approvals.*
- *Coordinate with the advertising administrator for booking sale ads.*

## **Job Specifications:**

**Minimum Education:** *Bachelor's degree in Marketing, Business, English, or similar degree.*

**Minimum Experience:** *3 years marketing experience.*

## **Skills & Ability:**

- *Proven track record in marketing, CRM and social media in a business environment.*
- *Experience in multimedia and communications industry.*
- *Proven ability in data management and analytics.*
- *Excellent written and verbal communications skills.*
- *Demonstrate effective web management and social media skills.*
- *Demonstrate effective use of the full suite of Microsoft Office.*
- *Familiar with email distribution software Constant Contact or Mail Chimp.*
- *Must be commercially aware with a fashion forward mindset.*

*Salary will be commensurate with experience. Benefits include comprehensive medical insurance, life insurance, contributory pension plan, employee assistance program and discounts at the Gibbons Group of Companies.*

*Please apply in writing, enclosing a resume and reference to:*

*Human Resource Department*

*Gibbons Company*

*P.O. Box HM 454*

*Hamilton HMBX*

*Or email:*

**Careers@gibbons.bm**



*Closing date for application is:*

**August 23rd, 2017**

**GIBBONS COMPANY**

*For the way Bermuda lives*